

Given a sample newspaper advertisement, the reader selects those words and phrases which use the technique of "identification with prestige."

UNIT 4
Lesson 1
Locating Hidden Meaning

TECHNICAL TALK

Advertisers often try to get a person to buy their product because important people use it. The advertisers want to give the impression that the product must be good if well-known people endorse it. They want to make you feel that you, the buyer, can believe what famous people say; therefore, if you wish to be like them, you should buy the product. (You should really think about other things when you want to buy something since your needs and tastes may be different from those of the people who endorse it.)

TRY IT

To test your knowledge of this technique, try to find the three examples of "identification with prestige" in the following paragraph.

The smooth, delicious taste of Drinkall Chocolate Drink has been enjoyed by United States Senators for years. Mr. Lew Mackel, Chief, Senate Dining Room, says the leading beverage has always been Drinkall. "My thirst is always satisfied with a bottle of Drinkall," says Senator Ray Drubell of Eskridge.

(Answers are United States Senators, Lew Mackel, and Ray Drubell.)

A COWBOY HAT FOR YOU

Below is an ad for Hansen Cowboy Hats which are sold by Lookall Clothing Company on Main Street. Find the five phrases or words that are examples of "identification with prestige." Check your answer with the key.

- *for all men*
- *light and good looking*
- *our mayor owns two*
- *reasonable*
- *worn by all men in the Deluxe Club*



- *chosen by Detroit Pirates Rodeo Club*
- *available in all colors*
- *choice of the King of Michigan winner*
- *not cheaper—just better*

HANSEN HATS: Worn by Stars
like Rip Olsen, star of TV

REVIEW

UNIT 4 Lesson 2 Locating Hidden Meaning

In the lesson you just finished, you noticed some phrases that merely described the hat while others were "identified with prestige." Lesson 2 also includes some phrases that simply describe what is offered. This lesson presents an advertisement for a business that specializes in helping people lose weight.

YOU CAN LOSE WEIGHT

Read the following ad carefully and see if you can find the five phrases which are examples of "identification with prestige."

Fat-Away Plan Your Help in Losing Weight!

- ★ No strange diets
- ★ Dee Wright, Queen of the Nile, lost 35 pounds
- ★ Complete privacy
- ★ Meets needs of today's leaders
- ★ Positive motivation
- ★ 130 pounds lost by 22 local policemen



- ★ See results in just six weeks
- ★ Rapid weight loss by Joe Brown, Alderman
- ★ Chosen by Pilots Club, Big Blue Air Lines
- ★ No heavy exercises
- ★ Inexpensive
- ★ Lasting results

THE NEW YOU

Fat-Away
6215 West Douglas

Phone: 262-5134

YOUR HOUSE IS YOUR HOME

UNIT 4 Lesson 3 Locating Hidden Meaning

One of the major purchases that nearly every family makes is that of a home, but there are many things to think about before buying. Look at the Builtwell Homes ad below and find the five phrases which are examples of "identification with prestige." Check the key to see if you are right.

NEW FROM BUILTWELL CONSTRUCTION

NEED A NEW HOME?

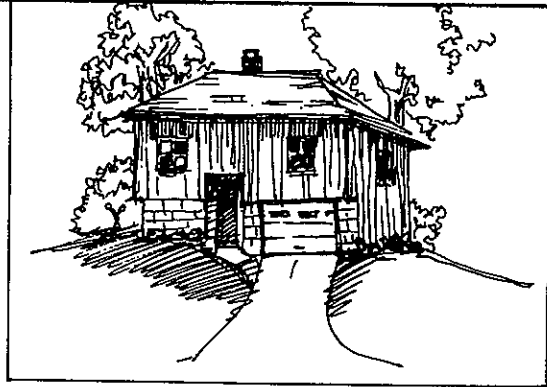
Builtwell has one for you in the prestige area of Moundridge.

These well-built homes are just for you! Nicely located, they have already been purchased by such people as Andy Locuser, star of the Midstates Hockey Team.

Interest rates have never been lower!

"My Builtwell home is the best!" says Fred Haskey, owner of Commodore Motors.

These well-constructed homes are waiting for **YOU!** Buy one and live in the area of leaders!



NEW 3 OR 4 BEDROOM HOMES

Insulated, gas heat, energy package, and much more! Made for special people of Fairmount!

9% interest if you qualify
OPEN DAILY 3 to 7

2300 North Moundridge

HOW DID YOU DO?

